**Living Options Devon - Job Description**

**Job Title:** Marketing Officer

**Responsible to:** Charity Hub Coordinator

**Hours:** 25 hours per week

**Salary:** £26,511(scale 21) FTE pro rata

**Job location:** Hybrid remote working, minimum of one office day based in Exeter.

**Contract term:** Permanent

**Period of Notice:** One month

**Living Options Devon**

**Background/context:** Living Options Devon (LOD) is a charity and a company limited by guarantee founded in 1990.Our vision is of fully informed, accessible and inclusive society in which every individual has the choice and opportunity to achieve their full potential and take part as an equal and valued citizen.

We exist to ensure people with physical and/or sensory disabilities and Deaf people with sign language can make an active and equal contribution in society. Specifically, we:

* Encourage people to feel more informed, valued and confident to take part in society through relevant training and support;
* Enable people to identify priorities and develop user-led services;
* Engage people in effective communication with local/national service commissioners and providers; and
* Empower people to raise awareness of what society needs to do to provide equality of opportunity both locally and nationally.

We believe in a fully accessible society where all people can enjoy freedom of choice and equality of opportunity. We operate a culture of open communication, empowerment and development, where individual differences and abilities are respected and people are encouraged to achieve their full potential.

**The role:**

The Marketing Officer will support the Senior Corporate Team, The Executive team and the CEO toembed Living Options Devon Marketing Strategy across the organisation. S/he will provide marketing support in accordance with Living Options Devon branding guidelines across the organisation for all projects. The Marketing Officer will play a key corporate role in ensuring our communications are both influential and informative for the full range of our stakeholders.

**Main Duties, Responsibilities and Tasks**

Work with the CEO and Charity Hub Coordinator to implement the charity’s marketing strategy including:

* Liaising with stakeholders, beneficiaries, staff, and volunteers
* Create, develop, update written and graphic content for our websites and social media channels
* Coordinate and deliver online campaigns, newsletters and press releases
* Conduct market research
* Assist with embedding the Marketing Strategy and Branding Guidelines across the organisation.
* Help maintain and build the reputation and profile of the organisation through PR/marketing and brand development
* Field enquiries from stakeholders including journalists and partner organisations, in relation to marketing and media
* Provide creative, editorial and operational marketing support for all projects within the organisation
* Plan / create multi-media communications materials
* Support in developing and coordinating networking events

**Other Duties**

* Attend and participate in regular staff and team meetings.
* Attend appropriate training courses where identified.
* Attend and participate in regular work appraisals and any other support systems as appropriate.

**NB:** The above list is indicative and not exhaustive. The post-holder is expected to carry out all such additional duties as are reasonably commensurate with the role.

# Person Specification

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|  | **Essential** | **Desirable** |
| **Knowledge** |
| Good level of literacy and numeracy |  |  |
| Knowledge of remote digital platforms and Office 365 functionality and tools |  |  |
| Knowledge of all social media platforms and their functionality  |  |  |
| Knowledge of effective marketing approaches  |  |  |
| Knowledge of disability issues |  |  |
| knowledge of website design and content creation  |  |  |
| Knowledge and experience of monitoring and evaluation of effectiveness of marketing initiatives. |  |  |
| **Experience** |
| Line management experience |  |  |
| 'Liaising and building positive relationships with people at all levels within organisations (ie CEO's/Directors to receptionists/admin assistants) |  |  |
| Experience of leading the implementation of Marketing strategy in a charity/small business/corporate or public sector setting |  |  |
| Experience in a communications role (Public Relations, Marketing, Communications or Journalism) |  |  |
| Experience of creative thinking and ability to find fresh ways to communicate. |  |  |
| Experience of social media and website work within another organisation. |  |  |
| Experience of working with people with a disability and/ or Deaf people  |  |  |
| Previous experience of health and social and/or disability issues |  |  |
| Previous experience of delivering information and advice services |  |  |
| Experience of using Hootsuite |  |  |
| Experience of using WordPress  |  |  |
| Experience of SEO techniques  |  |  |
| **Skills** |
| People Management skills including delegation, motivational and supportive leadership approaches |  |  |
| Competent, fast and accurate typing and office 365 skills |  |  |
| Excellent communication skills on the telephone, in writing and face-to-face |  |  |
| Management skills |  |  |
| Excellent attention to detail |  |  |
| Effective organisational skills and interpersonal abilities  |  |  |
| Ability to write content for webpages, press releases, campaigns and newsletters.  |  |  |
| Ability to understand, work within and promote LOD’s key aims and values and ensure marketing and communication plans support these. |  |  |
| Ability to take a community-driven and audience-focused view of marketing and communications. |  |  |
| Communication related qualification (Public Relations, Marketing, Communications or Journalism) |  |  |
| Design skills and experience with Adobe or Canva design tools  |  |  |
| **Other** |
| Personal experience of disability or Deafness |  |  |
| Willingness to act as a team player but motivated when working alone |  |  |
| Flexible and co-operative attitude to work routine and variety of tasks |  |  |
| Interest in disability and Deaf issues |  |  |
| Willingness to work evenings and weekends if required. |  |  |
| Ability to travel around Devon  |  |  |
| Willingness and ability to work in the Exeter office a minimum of one day per week  |  |  |